

Town of Provincetown
Meeting Minutes from
March 12, 2009 at 12 noon
Tourism Office 330 Commercial Street
Marketing Sub-Committee

Members present: Candy Collins-Boden; David Gardner; Don Knuuttila; Jim Bakker; Kathleen Fitzgerald; Keith Wilkinson; Mick Rudd

Member absent: none

Staff: Jackie Kelly, Administrative Assistant – Tourism Office

Others:

The meeting was called to order at 12 noon

Our ads must have a “call to action”—a specific message, not just pretty dunes and sun. Keith Wilkinson suggested the tagline “Provincetown—where art began, and where it never ends” which was met with enthusiasm.

The fact that many history books are wrong—in that they site Plymouth as the first landing place of the Pilgrims—and that the Monument is about to celebrate the 100th anniversary of the completion of the Pilgrim Monument is seen as a perfect opportunity for Marlo to promote the history of the town. “Plymouth claims it—Provincetown is it!”

The general consensus is that we need to place more advertising in the art media.

It was suggested that we do a coop ad with PAAM in Art News, and can use the same ad in American Art Review.

Best Read Guide will give us a half page color ad at their B&W rate (thanks to Marlo—a \$1200 saving)--\$10,080. There was some difference of opinion—PBG’s Don Knuutilla thinks we’d be wiser to spend our money printing more calendars and distributing them, or could multiply the effect by doing a half page coop ad with other locals who already place ads with BRG. The Chamber’s Candy Collins-Boden thinks that the whale watch & monument ads do drive people here.

Recommendation: VSB will do a quarter page ad which will become a half page with the other local advertisers—getting more impact when all are placed together.

Action Item: Mick Rudd will talk with other advertisers to coordinate.

Marlo recommends that we advertise in Summer in the City and New England Travel/Life rather than in Boston Magazine. NE Travel/Life goes to all Boston Magazine subscribers and to all American Express card holders in New York, New Jersey and Connecticut (a 200,000 circulation). It links to our website, & to the Travel sections of Boston Magazine and Philadelphia Magazine websites. Their readers have a high annual income and spend \$11,000 per year on travel. The price is \$7,265, which puts a half page ad in both magazines. The deadline is March 20, 2009, but they will reserve a space if we indicate that the committee wants it.

Recommendation: the committee wants to place a ½ page ad in both Summer in the City and in New

England Travel/Life.

Mick Rudd will tell the publisher that we have made the recommendation, but that a decision will be made on March 18.

It is agreed that we must chart our leads from all ads on a spread sheet to determine which ones work best.

CapeCodTravel.com (escape)—We will ask to be on both the GLBT and on the generic home page (for the same price).

We are too late for the bridal issue of Curve Magazine, but have 2 options preceding Women's Week: the June gay pride issue or the double July/August music and green living/eco issue.

Kathleen Fitzgerald will talk with the Women Innkeepers about Curve; how it compares to Jane and Jane, and the possibility of a coop ad. It is suggested that we ask for three quarter-page ads for the same money, if we decide to go with this publication.

Recommendation: Curve is expensive, we will try for a coop ad with others

Group Tour Magazine—our ads don't "say" anything about Group Tours—they must be better focused and directed to the readership. They are offering us an editorial feature in the May 2009 issue, but it is agreed that group tours are planned far enough in advance that this season is already done. We should ask for editorial space in early spring, 2010. We need to feature the 100th Anniversary of the Monument (summer of 2010) in the November, 2009 Group Tour Magazine.

We need to plan our media campaign more carefully. In the recent past, we have met deadlines by asking our graphic designer to resurrect old ads.

Passport –(suggested as a better choice than OutTraveler). PBG's Don Knuuttila says this is our market, including its 30% female readership. The PBG is now approaching other businesses asking for \$500 participation in coop ads. This would result in 3 full pages, plus six 1/3 pages, plus e-blasts, throughout the year. The PBG will do the coops even without us, but our involvement would increase the impact, and would be an example of ideal leverage cooperative marketing

Bears' Life Magazine—the very loyal Bear community is good for our economy, and is getting to be a better week than the 4th of July. (Note: subsequent to meeting, it was determined that 4,000 Bears come to Provincetown for this event.)

Recommendation—we should do four quarter-page ads, or perhaps a coop ad.

Tom On Tour: regretfully, we are too late for this year, but look forward to advertising next year.

Gay City News--?

Get Magazine--?

Advocate—it was decided to forego advertising in the Advocate.

New York Times and Boston Globe: the Times has 4 "T" issues a year—there are also many different opportunities in the regular Sunday magazine and in the weekly Travel section. It is thought that the NYT is well worth investigating, and should be a consideration for the new Tourism Director.

The message in the ads is the important issue, and needs an on-going committee to determine what

that message is and how it should look. The media plan must not be left to one individual, i.e. the graphic designer.

The meeting was adjourned at 2:45pm

Respectfully submitted,
Jackie Kelly